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**ABSTRACT OF THE DISCLOSURE**

The present invention describes a two-part oxidative hair dye . composition which comprises in one or both component parts at least one polyether polyurethane in combination with at least one cationic conditioning agent. The two component parts of the composition comprise a dye component composition, which includes primary intermediates and couplers, and a developing component composition, which includes an oxidizing agent, such as hydrogen peroxide. It has surprisingly been found by the present inventors that nonionic polyether polyurethane polymers and cationic conditioning agents contained in the oxidative hair dye compositions of the present invention impart and significantly enhance additional conditioning and rheological benefits to the hair. Other components commonly used in oxidative hair dye products can be added to one or both component parts of the compositions of the present invention. After mixing the two component compositions, the resulting hair dye composition mixture is thick, conveniently applied, and provides superior rheological and conditioning properties to the hair.